

Contacts

VOL. 2, NO. 2, FEBRUARY 1966 — PUBLISHED MONTHLY FOR AND BY EMPLOYEES OF EATON'S WESTERN DIVISION

"WHERE SHALL WE MEET?"

Customers Choose Four Spots

For over 47 years, Winnipeg shoppers have arranged to meet friends by the massive bronze statue of Timothy Eaton, Founder of the Company. Stories from that nook are numerous, ranging from tales of lost children, weary husbands and frayed friendships to clinched business deals, marriage proposals and festive reunions.

Such gatherings have also taken place on the main floor "under the clock". Last year the familiar antique timepiece was replaced by an ultra-modern design which has continued to uphold the social tradition.

The younger set now counts on finding buddies at the record bar. More sophisticated circles prefer the Grill Room Lounge.

Eaton employees, Lindsay Norris, Cameras (top right) and Lorraine Pettigrew, Drugs (lower middle) were caught on Contacts Candid Camera, while waiting for their mates.

"Where shall we meet?" Take your pick of four.





Eighth in Series

MEET JACK FISHER

Jack Fisher is a big man . . . both physically and in his handling of the Regional Catalogue Operations.

He's tall and self-made, known for demanding top performance from himself and from those around him. His staff follow his directions, knowing that behind the deep gruff voice is a dedicated man who is fair-minded, thorough and straight-forward.

To back his actions, Mr. Fisher relies on a solid record of experience, in both retail and catalogue operations. He joined Eaton's 15 years ago as a receiver in retail Hosiery and progressed through the ranks until he became Assistant Manager of the Catalogue Hardware and Housewares area. This prepared him for a one year term as Merchandise Operating Manager and then he assumed his present position in 1962.

Mr. Fisher believes that aside from selling merchandise, the catalogue is selling service.

"A Company can only be so competitive," he explained, "and then it has to sell quality, accuracy and speed."

Improvements are continually being instituted to ensure that the customer is given full attention from the time an order is received until the time it arrives at the door in satisfactory condition. He noted that packaging is now more sturdy and presentable. The days of wrinkled, damaged goods have passed. Added efficiency and new services will also continue with the addition of computers in the Order Processing Department.

"We're living in a world of change where we can never drift back into procrastinating ways," Mr. Fisher stressed. "We all must recognize the need for working as a team, with everyone contributing his part. Then we'll enjoy our work more and so contribute to the profit of the Company."

The Manager is pleased with the Company's progressive moves to provide opportunities for employees to become more knowledgeable.

"There is a continuing need, in particular, for training management and staff in communications," he said. "Individuals are different every day and we have to learn the sensitivities of motivating them constantly to their full potential." Mr. Fisher is presently enrolled in a management course which takes him to New York four times during the year for extensive study.

On the domestic scene, Jack Fisher is a handy man around the house and an avid gardener. He's a member of Meridian Masonic Lodge, the Chamber of Commerce and the Elmhurst Golf Club. Quiet times are spent reading biographies or answering the seemingly endless stream of questions posed by seven year old daughter, Susan.

The family actively enjoys tobogganing, skating and swimming.

Recent Appointments

WINNIPEG STORE

- E. J. McCready*, Divisional Merchandiser, Group A Fashions.
- J. C. Duncan*, Commodity Merchandiser, Group A, Junior Dresses, Coats and Suits.
- Mrs. M. Koerbel*, will continue as Commodity Merchandiser with the purchasing of Sportswear and Accessories.
- W. J. Burgess*, Data Centre Manager.
- Mrs. N. Clotet*, Workroom Supervisor, Women's Garment Alterations.
- S. G. Mathias*, Workroom Supervisor, Fur Storage and Repairs.
- G. W. MacKenzie*, Head Timekeeper, Time Office.

MOOSE JAW STORE

- A. R. Thomson*, Store Manager.

Palk Awarded Oscar

New honours were won by William L. Palk, Divisional Sales Manager and Chairman of last year's United Way Appeal. He was declared "Salesman of the Year" and awarded a gold plated Oscar by A. W. Mallett, area director of Sales and Marketing Executives International.



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J. D. Eaton Named 1965 Retailer Of The Year

John David Eaton, president, has been voted Retailer of the Year by the National Association of Women's and Children's Apparel Salesmen.

The award was accepted at the national convention in New Orleans by D.S. McGiverin, corporate manager, merchandising.

The award is presented annually to an "outstanding retailer who combines creative, successful business know-how with consideration for salesmen, customers and employees and definite contributions to the community", according to NAWCAS News, the association's publication.

Eaton's won the award for 1965, the paper says, because it tests all merchandise thoroughly before offering it for sale, and backs its goods with an ironclad guarantee.

The paper, whose circulation is primarily in the U.S., reports: "Eaton's is the largest retail organization in Canada and

one of the leading retail companies in the world. There is a complete Eaton's department store in every province in Canada, a total of 16 main stores and 46 branches across the nation."

The same high standards the department store organization applies to price and performance are effective in its advertising regulations, NAWCAS says.

Mr. Eaton and the organization have contributed heavily to philanthropic programs, the paper says, and the company's progressiveness is evidenced by its development programs, such as the projected Eaton Centre in downtown Toronto.

"Eaton's contributes to scientific research, hospitals, the theatre, art galleries and education institutions," the News says. "Practical aid in the form of scholarships is given to talented students in the fields of music, agriculture and art."

McGiverin Succeeds Tucker as General Manager



A. R. Tucker



D. S. McGiverin

Donald S. McGiverin has been appointed general manager of The T. Eaton Co. Limited's western division succeeding Alfred Tucker, who retires in June.

Mr. McGiverin, at present company manager, merchandising, has been with Eaton's since 1946. He became general manager of the Canada-wide catalogue operations and Ontario branch stores organization in 1955.

In 1961, shortly after being appointed as director of the company, he became general manager of the general buying and merchandising division, where he stayed until taking up his present position a year ago.

Mr. Tucker has been with Eaton's since 1932, when he joined the store in Toronto. Six years later he moved to Winnipeg and became general manager, western division, and a director in 1952. Since 1961 he has been vice-president.

The announcements were made by company president John David Eaton.

HOTEL, OFFICES AND BIG CAR-PARK FOR GRAHAM AVENUE

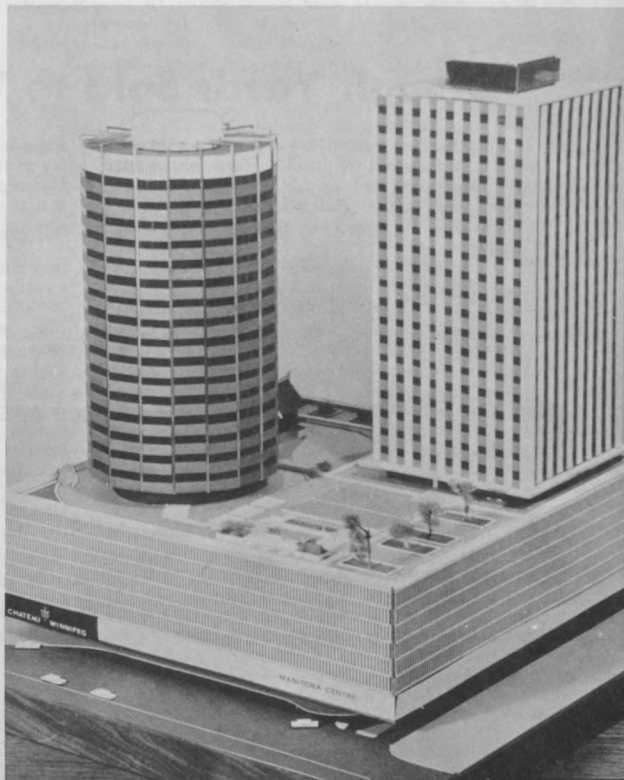
A \$15 million development consisting of two towers for hotel and office accommodation plus six storeys for parking is to be built on Eaton's parking lot south of Graham Avenue between Carlton and Hargrave Streets.

In releasing the property for development, Eaton's primary concern was for the provision of increased parking for customers. Parking space for 1,000 cars will be in use by November of this year.

Another important feature of the development will be a tunnel leading directly to Eaton's store.

"We see the development as an opportunity to further expand the downtown area," Winnipeg Store Operations Manager, A. B. Finnbogason commented. The development may help to trigger the renewal of Graham Avenue as a shopping street.

A 27-storey hotel and 20-storey office tower are to be added to Winnipeg's downtown skyline by spring 1968. The complex will stand on Eaton's Carlton and Hargrave parking lot.



"Behind-the-Scenes" Areas Unite

Eaton's skilled backstage artists have joined forces.

They are the 400 people who perform vital behind-the-scenes jobs, like tightening the prongs on your priceless ring —



Upholstery techniques are explained to Workroom Supervisors on a weekly tour.

or building a frame for your Van Gogh — or tailoring your evening togs to perfection — or placing sweet rolls on your breakfast table.

Where they were once a scattered band of specialists, reporting to various sales managers in related departments, they now coordinate their services under the guidance of Eric O'Brien, Divisional Workrooms Manager.

Mr. O'Brien explained that the thirteen workrooms have been grouped together under the Operations area to promote more effective utilization of Company investments in service facilities.

"We feel that our workrooms must pool their weight financially to justify their retention in the Company," he said, and added that they will operate on a competitive basis with outside services.

In the past, workroom supervisors were regarded mainly as technical specialists. Now, they have been introduced to new

horizons such as financial responsibilities, administrative details, production control, personnel development and customer relations.

To further develop each supervisor and to give him a closer insight into the operating problems of each area, weekly discussions and training lectures are held. A tour of one workroom each week is also on the agenda.

Mr. O'Brien's group has scored a major breakthrough in communications by introducing joint meetings with workroom staff and related department salesmen.

"At one time the two were almost rivals," he stated, "but now we discuss mutual problems and decide how we can work together to best serve the customer."

The expansion and improvement of their services to customers for retail merchandising is presently under aggressive consideration.



Out of a magazine — onto a worksheet prepared by Anne Dalgleish — and the draperies take shape. Wilma Polvi cuts the cloth.



Yards of fabric sections are joined together by Margaret Gammon.



Exact measurements for the heading and pleats are made by Helen Seniup.

Enough Yards Sold to Wrap the Store

Suppose you wanted to wrap up six gifts, each the size of the retail store and tie them with a huge bow. How many yards of fabric would you need?

Well, even if you didn't want to attempt such a feat, you'd need approximately the same yardage that passes through the hands of the drapery specialists in one year. No other facility of its kind in the city can boast of such volume.

In 1965, over 80 miles of material and 39 miles of string (that's enough to take you to the outskirts of Brandon) were ordered by housewives, hospitals, theatres, schools, universities and private lodges. It wasn't unusual for drapery workmen to fly hundreds of miles to measure and install every type of drapery in cities and towns throughout Ontario and the prairie provinces.

"If it can be done, we'll do it," stated Sam Patterson, Workroom Supervisor. Customers can ask for draperies exactly as pictured in magazines; they can design their own; or they can depend on our interior decorators. Mr. Patterson has never known a request to be turned down over his 43 years in the business.

Nothing is too small or too big . . . and the cost can be within reach of the ordinary person.

Expensive fabrics are usually "custom-made", featuring meticulous measurements and some hand sewing. Less expensive materials are "customized", meaning that the finished product looks the same but is constructed differently.

In both cases, the customer is paying for workmanship, quality and style. Alterations and adjustments are guaranteed for one year.

"Draperies look easy to make," Anne Dalgleish, forelady, commented, "but they are deceiving. Many customers start sewing a set at home and then find it necessary to phone for advice."

"We often receive draperies which are partially sewn," she continued. "With so much bulky material, a person either needs experience or a flair for this sort of thing."

Each woman in the workroom needs one full year of training before she is able to follow every kind of request through from start to finish.

Incidentally, you'll need 22,800 yards of 54 inch fabric to completely gift wrap the store.

Vi Anderson determines if the finished product is perfect before it is installed in the home.



Mary Ungrin uses the semi-automatic machine invented by Sam Patterson. In one operation it sews the pleats and attaches the hooks.



SHOPLIFTERS FOILED BY STAFF

Reported Suspicions Pay Off



The crook who was apprehended by Mabel Klippel harboured a percolator, 9 wallets, a keychain and staple gun.



Elsie Rhem and Eleanor Greipl detected the use of fraud accounts and saved thefts valued up to \$145.



Lorna Baty, Ladies' Shoes, assisted in the arrest of a woman using a fraud account card.

His nimble fingers passed over the packages of bread and buns. His keen eyes weighed the chances of being caught. Instinctively, as the cashier looked away, the bandit scooped up a bundle of large bills and headed full speed toward the exit.

"Stop that man!" shouted Mrs. Edith Smith, as she gave chase down the aisle. Four employees joined the race and soon stopped the thief in his tracks, recovering \$200 in loot.

The Security Department rewarded Mrs. Smith, Walter Arnold, J. M. Williamson, John Patterson and Steve Kot for their swift and commendable actions.

This is only one example of the many alert salespeople who have played important roles in the drama of curbing crime.

"We depend on the staff to sound alarms, whether they are only suspicions or facts," said Sid Hall, Security Manager. "What may not materialize one day, may be just what we need at a later date."

He noted that many culprits take the chance that security officers won't be around, but they forget that salespeople are watching and are prepared to take action.

The daring and decisive moves of Mrs. Mabel Klippel, Lower Priced Home Furnishings, would cause any shoplifter to think twice.

Upon returning from lunch, Mrs. Klippel noticed a man slip a \$25 coffee percolator into his shopping bag. She trailed him downstairs to the secluded Hargrave tunnel and demanded, "What are you doing with my percolator?"

"I gotta pay Lou," he replied in a surprised tone.

"You have to pay me. That's my percolator," she insisted,

and proceeded to argue her case. With the help of an unidentified passer-by, she persuaded the culprit to follow her back to the department for payment. He complied without a struggle — straight into the arms of security. A thorough frisking revealed other goods to the value of \$60.

"The secret to Mrs. Klippel's success was her determined and authoritative manner," Mr. Hall remarked. "If you tell a thief to do something — without touching him — he'll do it."

Other salespeople are also to be commended for their ability to sense when something is amiss.

When five little girls, aged 8 to 11 years, skirted back and forth to the fitting rooms in the Junior Hi Shop, Mrs. Mary Clint watched the fullness of their Eaton shopping bags. Security verified her suspicions when they discovered a total of \$100 worth of stolen goods.

Mrs. Julie Newcombe, Jewellery, and Mrs. Jean Lyons, Junior Dresses, also received awards for detecting culprits whose respectable appearance would ordinarily save them from suspect . . . proof that you can't tell a thief by his cover.

Mr. Hall pointed out that monetary awards are not predetermined, but are judged on the merit of the situation.

He stressed that alert actions of the staff are a major weapon against department store bandits.

"Whenever salespeople suspect shoplifting or find people in off-limit locations, they should stall them and call our office," he said.

Security can be reached through the Chief Operator or by the private emergency number, 786-2705.

Saleswoman Aids Competitors - Wins Recognition

Being early for a doctor's appointment found Mrs. Irene Aalto, senior salesperson of Port Arthur Hosiery, in the lounge of Chapple's Limited, a large Fort William department store.

A young girl of sixteen entered with a shopping bag and a skirt over her arm, with the price tag hanging from the waist. Irene watched the girl's actions in the mirror and noticed that she emerged from the washroom in a matter of a few seconds without the skirt.

Mrs. Aalto immediately advised one of the salesclerks and the girl was put under observation. When later apprehended she was found to have a considerable amount of unpaid items in the shopping bag. Her arrest also led to the apprehension of two friends who were similarly engaged.

Mr. A. D. Walker, store superintendent of Chapple's was very impressed with Mrs. Aalto and presented her with a cash token to express his appreciation for her efforts. A few chuckles were exchanged since Irene is a long time Eatonian, alert to stopping crime on home ground — or elsewhere.

— Annette D'Angelo



Irene Aalto receives a cheque from A. D. Walker, Chapple's Limited, for detecting shoplifters in his store. L. C. Smallwood, Port Arthur Hosiery Department, looks on.

MAKING PAPER



The Advertising creative staff meets weekly to discuss schedules and plans.



Tucked away from public view, is a strange patchwork of cubicles filled with cluttered desks, art boards, sharpened pencils and creative minds. This is the hide-out of the Ad-Makers. They make paper talk.

Under the daily hum of conferences, clicking typewriters and telephone calls, lies one common goal — to build promotions which capture the customer's imagination — and sell.

Developing newspaper advertisements with strong purchase appeal involves more than the seemingly simple operation of drawing a picture and adding words to match. As many as fifteen people can contribute to one advertising spread, and it isn't accomplished over night.

Merchants submit requests for advertising space two months before the ads are to appear. Actual production begins three weeks in advance for newspaper promotions and up to six weeks for fliers. A full page promotion in the two Winnipeg papers can cost anywhere from \$1300 to \$1750 and a four-color page might hit the \$2600 mark.

Promotions are expected to bring in sales which amount to at least ten times the production cost. Approximately five million advertising lines (2464 lines to a page) were used by Eaton's Winnipeg Store last year.

Realizing that this colourful aspect of Canadian life is serious business, Eaton's Winnipeg engaged a top North American retail advertising consultant more than a year ago to help develop an effective advertising formula. Some of the revolutionary but subtle changes are already apparent and will be fully realized in the next few years.

Gone are many of the pages cluttered with small promotions from various areas. Instead, departments are encouraged to use their money for large impressive ads.

FORMATS FOR EFFECT

Merchants now talk in terms of three kinds of pages: "A" for "Action" or sale merchandise; "B" for "Building" — regular or brand name goods; "C" for "Character" — institutional or store happenings. Each type of promotion has a carefully planned format to attract a certain clientele and to elicit a desired effect.

Their efforts have not gone unnoticed. A Grand Award for outstanding retail advertising in 1965 was presented to the Advertising Office from the Retail Reporting Bureau of the United States.

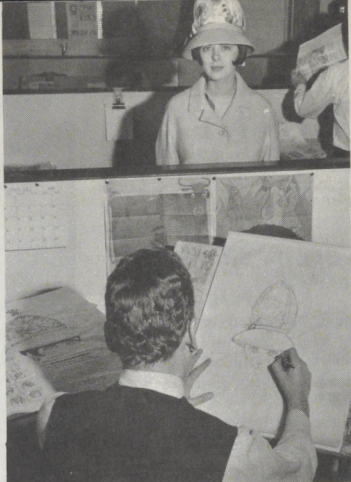
The 42 Ad-Makers are thoughtfully charting this new venture. They know that advertisements promote economic growth, channel buying decisions and influence the standard of living. They know that their tasteful, honest works of artistry are meant to motivate the mind and market the goods. They know their job — to make paper talk — and sell.

The coveted 1965 Grand Award from the New York Retail Reporting Bureau is admired by Colin Lowther, Advertising Services Supervisor and John Bruce, Advertising Manager.

R TALK



1 Gary Styrchak, Layout Artist, completes the first step in the actual creation of an advertisement.



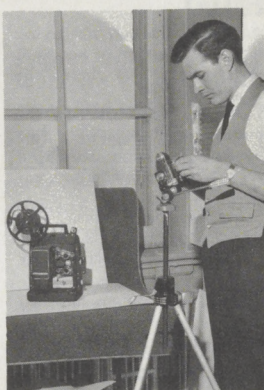
2 Jeanne Harris, Artist, poses for the final fashion drawing of a Dior hat.



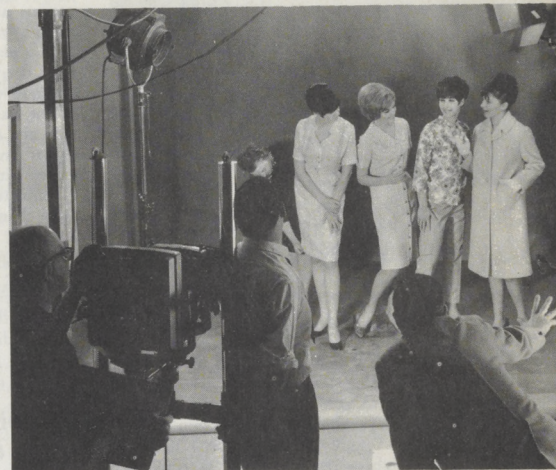
3 Headline and copy are written for the Dior promotion by Rosemary De Graff, Fashion Copywriter.



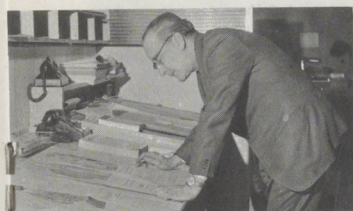
4 Jack Stewart assigns merchandise to be illustrated, to artists or photographers.



5 Still-life merchandise is photographed in the office by Richard Shier.



6 Models are photographed by an outside supplier. The Store Advertising facilities will soon be expanded to allow photography of all kinds to be taken in one location.



7 Before ads are sent to the newspaper, Joe Grainor marks up each promotion according to sizes of type being used.



8 Mary Ewing checks and rechecks all advertisements for errors, before publication.

9 Final artwork for the Dior Millinery Promotion is approved by Art Director, Bill Egan, Group Advertising Supervisor, Betty Sparling and John Bruce, Advertising Manager.





Jennifer Wilkin, professional figure skater, follows the fine record of her mother, Lil, who is a gold medal judge.

Wilkin Promoted to Gold Medal Judge

Mrs. Lil Wilkin, salesperson in the Port Arthur notions department, was recently promoted to gold medal test figure skating judge by the northern section of the Canadian Figure Skating Association. This is the highest test in figure skating and the only one at the Lakehead. The above honour can lead to Mrs. Wilkin's becoming an all world figure skating judge, able to judge the world's figure skating champions. Mrs. Wilkin's daughter, Jennifer, is a triple gold medalist and professional at the Port Arthur Skating Club.



Gilroy Consolation Runners-up, left to right: Rick Hossack, Iris Rogers, Aileen Sloan, Bryan Rogers.

SPORTS NEWS

by DOUG BRAULT

In the Sports Spotlight

We introduce Miss Joan Ingram, Divisional Catalogue Office, who is considered one of the top women athletes in the city. She excels in nearly every sport in which she participates.

Unlike some of us who collect stamps, coins, etc., Joan has a unique hobby of collecting sport trophies and prizes of various nature.

Last year was Joan's most rewarding, as she played shortstop on the team that won the Senior Women's Softball championship of Canada.

She has had the distinction of having won the most valuable player to her team award and several times was chosen the most valuable infielder.

This team, by the way, has won the city championship eight years in a row and will represent Canada in the 1966 North American Women's Softball championships in Connecticut.

Joan twice has been on the team that has won the Grand Aggregate of the Manitoba Ladies Curling Bonspiel, last year



Joan Ingram selects new broom for Ladies' Bonspiel.

winning the Aggregate, North Star Oil trophy and runner up in the Lady Eaton event.

In her spare time during the winter Joan bowls 10 pins and has won the high single in her league. During the summer her spare time is taken up water skiing and swimming at the Whiteshell.

Perry defeats Rogers in Gilroy Consolation

The Keith Perry rink defeated the Bryan Rogers' rink in the consolation final of the Gilroy Competition.

Curling with Keith was Joan Isbister at Third, Bert Farrant at Second and Mary McKelvie at Lead.

The Rogers' rink consisted of Bryan Rogers, Skip, Aileen Sloan at Third, Rick Hossack at Second and Iris Rogers at Lead.

Gilroy Consolation Winners — Back row: Bert Farrant, Keith Perry. Front row: Joan Isbister, Mary McKelvie.



Leading Service Building Curlers: Art Ruyman, Morrison Ingram, Dorothy Cumbers. Not pictured: June Greengrass.

Ruyman Rink leads Service Building Curling

A twelve rink league of Service Building employees enjoy curling at the Highlander every Wednesday at Five P.M. At the present time the leading Eaton Rink is skipped by Art Ruyman, with June Greengrass at Third, Morrison Ingram at Second and Dorothy Cumbers at Lead.

The highlight of this Curling league is the sociability enjoyed prior to and after curling.



A Skip's Lament

A dull hum rises
And grows to a roar
In barns without heating
And ice sheets for floor.

Where rocks make a sound
Like the closing of tombs
And hollers ring out
Above swishes of brooms.

And off to one side
Stands a skip in deep thought
Composing a list
Of how not to get caught.

House brooms are out
They shouldn't be used
Loose straw slows rocks
And no one's amused.

Learn your turns
Both the out and the in
For to throw the wrong way
Is considered a sin.

When asked for a guard
A runner send not
For on next year's team
You'll be forgot.

Jeer not a loser
Or the day you will rue
For a loser's an ally
When you lose one too.

*The poets prefer to
remain anonymous.*

Lakehead Ski Slopes Hinder Winnipeg Men

Conditions were ideal for a sporting weekend of skiing at the Lakehead, and Winnipeg enthusiasts Larry Wold, Notions and Hugh Sutherland, Books, anticipated a good run.

Unfortunately, their spirits were dampened when Larry crashed into a mold concealed under the snow, breaking his skis and twisting both ankles.

Staff at the Port Arthur store welcomed the unexpected visitors and promised to clean up the slopes for the return visit.



Rene Gravelee, Port Arthur Merchandiser, inspects the broken skis of Winnipeg enthusiasts, Hugh Sutherland and Larry Wold.

Guenther Tops Bowlers

Henry Guenther, third division, turned in the best individual effort of the past month. He backed up a fine 800 series with a dazzling 926, 348.

Bill Toggart was next with 871 and 819, bowled on consecutive weeks.

Marge Young with a 790 triple and 388 for Division 1 ladies' single record, was best for the ladies.

Other good scores: Division 1 — Don McCull 809, Vic Swiderek 792, Ernie Wall 780, Ted Block 777, Doris McFadyen 722, Del Pankhurst 720, Illa Porter 745, Marge Hume 685.

Division 2 — Herb Headon 820, 353, Basil McAlpine 740, 338, Forbes Grassick 713 and Jim Allan 701, Mary Freeman 728, 305, Gladys Williams 719, Marion Rowe (average 151) 706, Lorraine Jackson 694, Ethel Hewitt 691.

Division 3 — The Zippers hold both Team records 1224 single and 3514 triple.

In division one, Blazers continue to cling to a narrow lead over the Hi Jackers, but it is becoming crowded at the top. Any one of five teams could win the third quarter which has two weeks to go.

The Untouchables in Division 2 seem to have their series locked up as they hold a 16 point lead over their nearest rivals, the Alley Byes.

Midas Touches Errol

Errol Klinck, Regina, is thoroughly enjoying a fine year of curling.

His team, made up of Elsie Schram, third, Bob Shumaker, second and lead Grace Rutski, is currently leading the Eaton mixed curling with six straight wins.

Errol, along with Jim Hoffos won a berth in the City Brier Playdowns. Curling with Errol's father, they were eliminated in the zone playdowns.

Klinck also played third on a team that won \$250 in a recent cash bonspiel.

Milne Captures Gilroy Trophy

Pat Milne skipped the winning foursome to capture the Gilroy competition February 13. He was ably supported by Ginny Flavel at third, Stan Bilyk at second and Sadie Milne at lead.

Curling back of Peter Nygard was Mary Moore at third, Harvey McCalmont at second and Flo Goldie at lead. Flo played third in the final game when Mary was away on holidays.



Gilroy Runners-Up: Peter Nygard, Mary Moore, Harvey McCalmont, Flo Goldie.



Gilroy Champs: Stan Bilyk, Pat Milne, Ginny Flavel, Stadie Milne.

SPEAKER SPELLBINDS SALESMEN

by Guy Cryer



Fred Herman of Torrance City, California, made his presence felt last January at Eaton's first off-premise Sales Seminar in recent years. This Seminar, organized by Al Squire, Bill Evans and Joel Rochon, is the first in what will be a regular series.

Mr. Herman, a well-known Sales Training and Public Speaking Consultant, "lectured" three groups of Eaton Sales Personnel at Winnipeg's International Inn. He had participated as a feature speaker for Sales Seminar Seven two days earlier, at the annual event sponsored jointly by the Winnipeg Sales and Ad Club and Sales and Marketing Executives.

Fred came well qualified, as he has worked with hundreds of sales groups all over the world, and has appeared on the speakers' platform with other famous sales stars . . . Dale Carnegie, Percy Whiting and Frank Bettger.

Morning and afternoon workshops provided an intimate vehicle for Fred's relaxed and polished delivery. He ranged from a definition of Creative Selling (where the salesman goes out and surprises the customer) as opposed to Retail Selling (where the customer comes into the store and surprises the salesman), to an emotional oration that sold everyone within earshot on an endowment policy for their child's education.

Thus, the Sales Supervisors were acquainted with more up-to-date sales techniques, and also had their enthusiasm re-

juvenated by a novel presentation, with the resultant effect of achieving a greater esprit de corps.

PLANNED CREATIVE SELLING

The evening agenda, chaired by Winnipeg Store Manager Norm Franklin, and preceded by an informal cocktail hour, was attended by approximately 250 people, including Divisional Functional Heads, Sales Managers, Sales Supervisors, Senior Salespeople and Commission Salesmen. After a most enjoyable dinner, Divisional Sales Manager W. L. Palk introduced Mr. Herman, who promptly unfolded his charts and waded into his presentation, which he called PLANNED CREATIVE SELLING.

Ten sales points, interspersed with humour and cold common sense, were revealed as follows:

1. Have a sales plan.
2. Find out the customers buying motive.
3. Selling is teaching the customer what is good for him, and helping to create a desire within him for that product.
4. Selling is finding out what the customer wants, and helping him to get it.
5. Make sure the customer not only hears what you say, but understands what you mean.
6. Learn to listen to what the prospect really means — instead of what he says.

7. The customer hopes that the salesperson will help him make a decision, or that the salesperson will reinforce the decision he has already made.
8. Don't confuse the customer with too many choices.
9. Make him choose between something and something; e.g., which one do you prefer, the gold one, or the silver one? And last, but certainly not least, the most important ingredient in the Creative Selling recipe:
10. You must imagine yourself as a T.V. camera, seeing the customer enjoying the product he wants, and transmitting this picture to the T.V. set in the customer's brain, — by using concrete language that brings in the FIVE LITTLE HELPERS — Touch, Taste, Sight, Smell and Hearing.

In addition, Mr. Herman felt that we, individually, could use a somewhat similar principle on ourselves for self-motivation.

"The Computer" he said, "gives out information on the basis of what is fed into it. We should establish a clearer picture in our minds of the goal we want to attain, and re-program our 'computer' so that we will get what we really want."

Mr. Herman suggested that although some of the ideas contained in his talk may not be new to us, if we were to take hold of just one new approach, it could make the difference between a good salesperson, and a record-breaker.

And so, with the applause of 250 Eatonians ringing in his ears, Fred left Winnipeg for sunnier climes, while we all felt the richer for having met and worked with him.

GALS ON THE GO NEED A GROOMING PLAN

For most business women, there never seems to be enough time to do everything necessary to achieve the "band box" look.

In fact, it's not uncommon to discover at the last moment that your blue shoes which match your suit need new lifts, or that your white gloves are too soiled to wear.

To conquer this battle of time, Mrs. Lillian Vadeboncoeur, Fashion Co-ordinator, has suggested a Clothes Grooming Plan.

STEP NO. 1

There is no time like the present. Learn to do things on the

spot. Never put things in your closet unless they are in perfect order for the next wearing . . . when pressing, check the seams . . . be certain your sewing basket is equipped and use it as soon as a flaw is noticed.

STEP NO. 2

Assemble everything you need to complete your costume in ample time before dressing. The night before a working day, set out your complete costume with accessories. For special occasions, plan ahead for the correct make-up, hosiery and undergarments. Check the hems of clothes you haven't worn for sometime to be certain the length is correct for the current fashion trends.

STEP NO. 3

Organize your closets, drawers and shelf space. Handy closet accessories include hat boxes, shoe racks, boxes or bags, skirt and blouse hangers, plastic shoulder covers and clearly marked garment bags. You can make your own padded hangers by upholstering plain wooden hangers with soft cotton wrapped with ribbon.

Hang belts with the belonging garment. Stuff handbags with tissue paper to preserve shape. Air your clothes regularly in front of an open window.

Divide hangings of clothes by length and type — hang suits together, dresses, sportswear, and so on, so that they are easier to find. Avoid cramping all your clothes into a small space.

Even with all these handy hints for good grooming, a busy woman could claim that she just doesn't have time.

"You can find time if you really want to," Mrs. Vadeboncoeur stressed. "The secret is to plan your work and work your plan."

Stock Count Reflects Routine Ritual

Marg Ebbitt (kneeling) and Julie Agar count stock at the sweater bar.

95 . . 96 . . 97 . . Edith Robertson and Marg Johnston of the lamp department take a population count of light bulbs.



Ruzesky Article Published in Journal

An article titled, "The Application Form — A Multi-Purpose Personnel Tool" appeared in the January issue of The Canadian Personnel and Industrial Relations Journal, written by none other than Nap Ruzesky, Port Arthur Personnel Supervisor. Mr. Ruzesky writes from business experience and specialized education, being a Commerce graduate of the University of Alberta with a major in Personnel.

When questioned about the effectiveness of our application form in relation to his article, he suggested that minor changes could be incorporated to bring our form up to date with the modern methods for hiring new applicants.

A recent arrival to the Lakehead, he has adapted himself quite readily to the climate and is proud to be considered a Lakeheader. On his day off he can be found on the ski slopes, indulging in the sport which he has conquered with zeal and enthusiasm after only a few short weeks of instructions.

— Annette D'Angelo

Nap Ruzesky reads from the journal in which his article appeared.



Salute to 40 Years Service

Maxwell H. Smith, W106 C.O.D. Cashiers, March 3.

Best Wishes On Your Retirement

George Firth, Catalogue Rebuy, 39 years service.

N. R. Flood, Sales Supervisor, 257-258, after 34 years.

Quarter Century Club Members

Michael David Tomlinson, W General Office, Mar. 10.

David E. Jones, W1111, Mar. 10.

Miss M. W. McFetridge, W800F, Mar. 11.

Kenneth E. Robb, Saskatoon Cash Office, Mar. 24.

Alfred W. Staines, W. Elevators, Mar. 31.

James Thompson, Port Arthur 260, Mar. 31.

Miss Ruby E. Jackson, Brandon General Office, Mar. 31.

W. E. Cavanagh, Brandon 270, Mar. 31.



Ed Bigar, Appliances Workroom Supervisor, travels to the corners of the earth from his ham shack.

AFTER HOURS PERSONALITY

His "handle" is Ed and his "call" is VE4DJ. Subject to ionospheric conditions, he has the necessary technical "rig" to contact some 375,000 amateur radio operators in populated or remote spots on the globe.

At noon and in the evenings, Ed tunes in on the "band" of people in such places as the Fiji Islands, the north and south poles, Africa, South America and of course, the United States.

"It's true that you become inherently more knowledgeable about geography and it gives you a better understanding of people in other countries," he reflected. Communication is prohibited with certain parts of the world, however, due to the political situation. Regulations outlined by the Department of Transport do not allow him to radio Viet Nam, Cambodia or Laos.

Ed's ham shack is decorated with hundreds of cards received from operators who acknowledged contact over the past four years. These years represent a return to the fold, having been an operator dating back to 1930 when equipment was "home brewed".

If you've ever wondered why men like Ed are called "ham operators", a clue might come from the coded closing on their cards — BCNU.

This International organization of enthusiastic operators also has a serious side. They have been known to save lives, locate missing persons, pass on S.O.S. signals from vessels and generally promote safety and good will. Ed hasn't had an opportunity to contribute in this way to date but has many stories of fellow operators who have.

"If the earth were peopled entirely with amateur radio operators," spoke Bill Halligan (call W9aC-W4AK) a European Goodwill Ambassador for the radio society, "the road to peace would be as wide as the world."

New Accounts Mean Cash

Did you know that salespeople who assist customers in opening an Eaton account will receive a reward? It goes on all year round . . . your opportunity to win a One Dollar Bonus for every new account application.

Simply ask your customers if they would be interested in an Eaton account, and if so, give them an application form, located in the department, to complete and send in. Place your name, department and number at the bottom of the form.

If you have suggestions for improving service to account customers or for winning new account customers, speak to your department sales supervisor.



On their travels to places like Banff, Los Angeles, San Francisco and Montreal, managers hear outstanding lecturers and discuss business practices with men from many companies. George Hammond recently returned from a course in New York which covered, "Motivation of Management and Employees".



University recruitment is undertaken as part of a forward planning philosophy. Bill Evans, Store Personnel Manager, explains the Company organization to visiting graduates: Robert Brown, Noreen Lamb and Reena Paisner.

A high school credit course in mathematics is taught in the store by Mr. Walter Klayh, Winnipeg School Board. Ambitious scholars left to right: Don Danko, Ted Bergman, John Kreoker and Ian Johnson.



New Twist Hits the Classroom

A new twist has descended upon Eaton's. Not the wild flapping kind called a dance, mind you, but a new exciting twist to this business called learning.

One of the most obvious changes is the presence of area supervisors at the podium for communication and training seminars, in place of staff trainers. By allowing a variety of leaders to take part, all staff hears the same message in a short period of time, and the supervisors are able to practise public speaking and teaching principles.

"We recognize that when the programs are first being launched, every instructor will not display perfect techniques," explained Joel Rochon, Staff Development Manager, "but the imperfections will diminish with experience." He added that some supervisors are already excellent in their delivery and that the overall approach to this new challenge has been keen.

To accomplish the Company quest for better levels of service and greater individual job satisfaction, an extensive developmental program has been launched to encompass the entire Western Division. In addition to the general training sessions mentioned, plans include:

- * Professional off-the-premises seminars.
- * A sophisticated 30-session sales management program.
- * A rejuvenated management trainee curriculum.
- * Specialized workshops for commission men, for restaurant areas, materials handling, workrooms, Senior Salespeople and others.
- * Continuation and expansion of high school credit courses offered in the store.
- * Specific courses to meet particular needs such as, telephone training, report writing, clerical brush-up classes, communication.

A special innovation will be a program of highly prepared sales materials for supervisors to use in training sessions on the sales floor.

The Company will continue to recruit young people from high schools and universities to help keep the organization youthful, strong and fresh in outlook.

"Hopefully, some of these individuals, together with existing people in the organization, will be our managers of tomorrow," Mr. Rochon reflected. "In our recruitment, therefore, we are studiously trying to paint a realistic picture and to expose them to the real core of the business." Most graduates will enter the sales side initially before moving on to other areas.

In summing up the reasons for an increasing accent on staff development, Mr. Rochon stated, "We all have to recognize that the real difference, which gives any retail firm an extra margin, is the calibre of its people."

This premise being true, he stressed that we are well justified in providing every available tool for the staff to expand their abilities to the fullest.

Supervisors counted up over 3000 hours of training in the last few months. Arnie Monk speaks to Barbara Leonard, Ricky Markham and Lorna Batty about "The Process of Change".



Opportunities are unlimited for employees to supplement their training and experience with current readings from the staff library. Vera Loewen finds a substantial selection.

